

MOTIVATION AND ITS SOCIO-ECONOMIC SIGNIFICANCE

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Abstract: This article analyzes the importance of the effective functioning of the motivation system in the socio-economic system, its role in increasing productivity among people and effectively managing labor resources. The influence of motivation on socio-economic stability and what positive changes it brings to the individual and collective mental state in society are also considered as important aspects.

Keywords: motivation, management, economics, theories, business, corporate environment, education.

Motivation is one of the main driving factors of human activity, and its influence plays an important role in achieving an individual's goals and overall life success. Motivation is of great importance not only for personal development, but also for ensuring the effective functioning of the economic and social systems of society. The issue of motivation is currently widely discussed not only in psychology, but also in management, economics, and education. This concept is also considered as an important tool for the effective management of economic processes, professional activity, and social relations of the individual.

The types of motivation and its role in human life are diverse, each of which is based on a person's attitude towards internal and external factors. This issue has a direct impact in areas such as personal motivation, stimulating the activities of employees in the organization, or developing social activity in society. At the same time, motivation in the economy plays an important role in increasing the efficiency of labor resources and achieving economic growth. Today, motivation is a key tool not only for personal success but also for maintaining stability and renewing large-scale social systems and economic structures. The importance of motivation for increasing people's enthusiasm for work, entrepreneurial activity, and achieving universal success in society is increasing. Motivation is one of the main factors of human activity and is considered as a set of internal and external factors that motivate each individual to move towards a goal. It stems from a person's desire and aspiration to satisfy various needs. Motivation also has special significance in the social and economic system, determining the connections and interactions between people and societies. Therefore, studying the theoretical foundations of motivation provides a complete understanding of its role in society and the economy.

Theoretical Foundations of Motivation. Motivation is studied through various theories. Their main subdivisions are the content and process theories:

1. Content theories

Content theories explain the essence of motivation, that is, they identify the factors that motivate a person to achieve a goal. These theories mainly analyze needs and desires for their satisfaction. The most popular content theories are as follows (Figure 1).

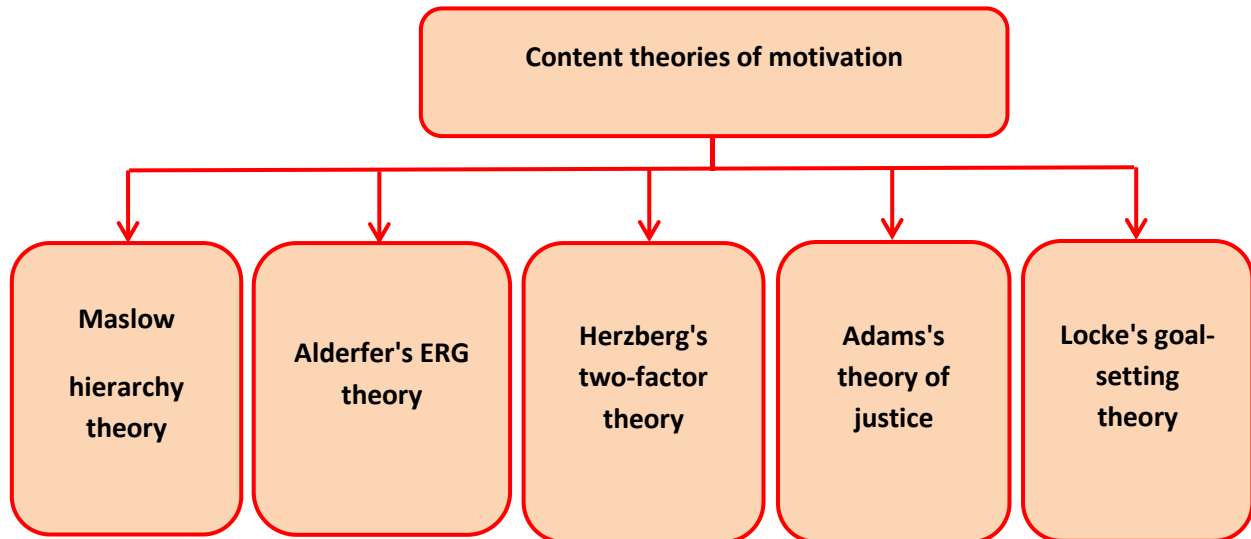


Figure 1. Content theories of motivation.

Maslow's Hierarchy Theory: This theory, developed by Abraham Maslow, explains the hierarchy of human needs.

Maslow divides needs into five stages, emphasizing their existence in the following order: physiological needs, security needs, social needs, respect needs, and self-awareness needs. According to Maslow, when lower needs are fully satisfied, a transition to higher needs is possible.

Alderfer's ERG Theory: The ERG theory (Existence, Relatedness, Growth) developed by Alderfer further simplifies Maslow's hierarchy and shows three basic needs: existence (Existence), relationships (Relatedness), and growth (Growth). According to this theory, a person can satisfy several needs simultaneously.[1]</2]

Herzberg's two-factor theory: Frederick Herzberg's two-factor theory distinguishes two main motivation factors - "motivation factors" and "hygiene factors." Motivation factors include factors such as success at work, interest, and a sense of accomplishment, while hygiene factors are based on external factors such as working conditions, salary, and safety.[2]

Vroom's Expectation Theory: Developed by Viktor Vroom, this theory links the main aspect of motivation to expectations and probabilities. According to Vroom, before people act to achieve their goals, they make decisions based on their likelihood of achieving the goal and the significance of this achieved goal. In this theory, actions depend on the reward a person expects from future success.[3]

Adams's theory of justice: John Stacey Adams's theory of justice explains motivation through the needs for equality and justice. According to this theory, people compare their work and rewards with others and expect fair treatment. If they feel treated unfairly, their motivation may decline.[4]</2]

Locke's goal-setting theory: This theory, developed by Edwin Locke, emphasizes the importance of goal-setting in motivation. According to Locke, clear and difficult goals motivate people and drive them to achieve success.[5]

2. Process Theories

Process theories analyze the motivation process and the important factors in people's decision-making. Through these theories, it is possible to understand how people strive to achieve their goals and under what conditions they are most effective.

Socio-economic significance of motivation. Motivation plays an important role in the social and economic system. People's motivation to achieve their goals affects not only their personal success, but also the overall progress of society.

1. Labor and Production Efficiency: Motivation, in particular, helps to increase production efficiency by motivating workers and managing their activities. By encouraging employees, creating better conditions for them, and meeting their social needs, it is possible to increase their interest in work and productivity.

2. Social stability: Motivation and incentive systems are also important in ensuring social stability. If people feel that there are fair and effective systems to meet their needs, they will strengthen their position in society, and as a result, social conflicts will decrease.

3. Organizations and public administration: States and organizations need to develop targeted motivation systems for socio-economic development. These systems will help optimize activities not only in the private sector, but also in the public sector. For example, the creation of targeted incentive systems for civil servants and educators will accelerate overall development.

The Importance of Motivation in the Economy and Business. Motivation is one of the key factors for effective operation in the economy and business. It influences not only individual success, but also the overall development of the organization, labor productivity, and economic efficiency. An effective motivation system plays an important role in ensuring the stable functioning of the organization and expanding its innovative capabilities. This includes improving the positive results of workers' work, stimulating innovation, and reducing staff turnover.

Methods of motivation in the corporate environment. Motivation in the corporate environment is carried out in two main ways: financial and non-financial.

- Financial methods: Wages, bonuses, rewards, and other financial benefits are effective tools for increasing employee motivation. This, in turn, increases labor productivity and motivation.

- Non-financial methods: These methods include forms of non-financial incentives such as professional development of workers, educational opportunities, and improvement of the workplace environment. Non-financial methods also stimulate worker self-esteem and recognition.

Social aspects of motivation. Motivation plays an important role not only in the economic and business spheres, but also in social life. Social motivation contributes to the overall development of society. This affects not only the labor market, but also the educational process of students, increasing the activity of each member of society. Motivation serves personal and collective development, develops a sense of social responsibility, and leads to positive changes in society.

Motivation in the educational process plays an important role in increasing students' interest and strengthening their desire to learn. Motivation positively influences the intellectual development of students and increases their level of readiness for future professional activity. At the same time, motivation in the education system develops the social activity of students, encouraging them to find their place in society.



In conclusion, motivation is a decisive factor in a person's personal and professional development, and its importance in the social, economic, and educational spheres is invaluable. An effective motivation system plays an important role not only in increasing labor productivity, but also in ensuring sustainable development between organizations and societies. With the help of motivation, it is possible to improve the labor activity of workers, stimulate innovative approaches, and develop social responsibility. It also strengthens students' enthusiasm for learning in the educational process and motivates them to prepare for future professional activities. From this it follows that the effective organization of the motivation system serves the growth and development of any society, organization, and industry. Motivation is the main stimulus for human activity, and its correct application contributes to the development of not only individuals, but also society as a whole. Therefore, a correct understanding of the significance of the motivation system and its implementation is an important task for every organization and society.

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